



Missouri Travel Barometer
May 2018 Report
(Data available as of 06/07/18)

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

May Report Highlights

Lodging Statistics: 2018 Calendar Year to Date through April

According to Smith Travel Research, Missouri's statewide lodging average daily room rate and revenue have shown positive growth compared to the same months last year. When compared to our surrounding, competitive states, Missouri has been performing better in ADR while other states are showing stronger growth in Occupancy, RevPAR and Demand.

Missouri Lodging:

Occupancy down 3.3% -- ADR up 0.6% -- RevPAR down 2.7% -- Demand down 1.2%

SIC/NAICS Tourism business sales and tax collections through March

- For CYTD18, preliminary reports for January-March indicate a 0.1% increase in tourism-related sales revenue
- For FYTD18, preliminary reports for July-March indicate a 1.8% decrease in tourism-related sales revenue

Website Visits: 2018 Calendar Year to Date through May

- Total web visits to the new VisitMO were up 60% for May 2018 compared to visits to the old website in May 2017
- Total web visits to VisitMO were down 6% for CYTD 2018 (Jan-May) compared to CYTD 2017

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2018 Calendar Year to Date through May

- There were 12,152 responses in May – a decrease of 51.5% from May 2017 (This is most likely directly related to advertising cuts due to budget withhold)
- For CYTD18, there were 26,181 responses compared to 57,301 for CYTD17, a decrease of 54.3%

Welcome Center Visits: 2018 Calendar Year to Date through May*

- For the month of May 2018 compared to May 2017, welcome center visits were down 52.7%
- For CYTD 2018 the centers were down 48.0% for January - May 2018 compared to 2017
- For FYTD 2018, visits were down 40.5% compared to the same period in FYTD 2017*

Commercial airport deplanements: 2018 Calendar Year to Date through April

- St. Louis up 4.5% for January – April 2018 compared to the same period in 2017
- Springfield up 9.5% for January – April 2018 compared to the same period in 2017
- All airports up 3.5% for January – February 2018 compared to the same period in 2017

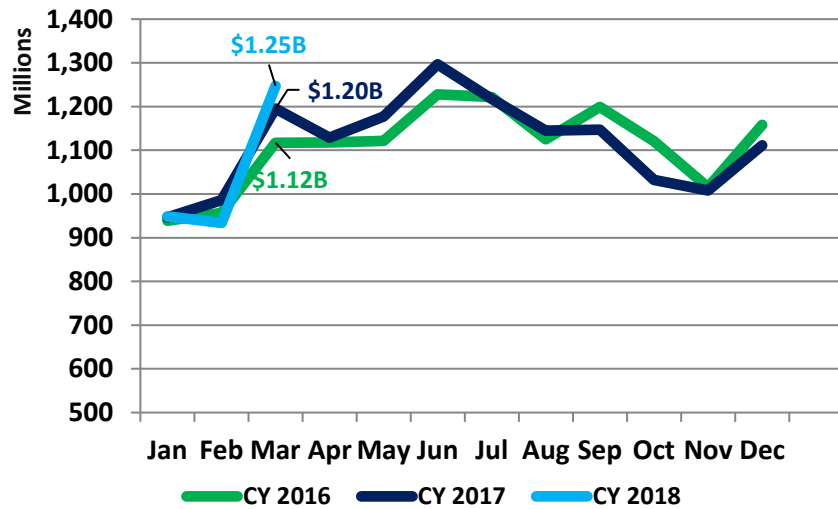
Brand USA Partners on VisitTheUSA.com: Website Activity 2018 Calendar Year to Date through May

- Missouri's homepage on VisitTheUSA.com had 6,368 pageviews from Jan-May 2018 (1,481 during May)
- Top five countries viewing Missouri's page during May were Japan, Brazil, Mexico, France and Spain
- There were 397 destination and experience link clicks for Missouri during May
- Visitors from the U.K. spent the most time on our page, averaging 15 minutes and 48 seconds compared to an overall average of 3 minutes and 43 seconds

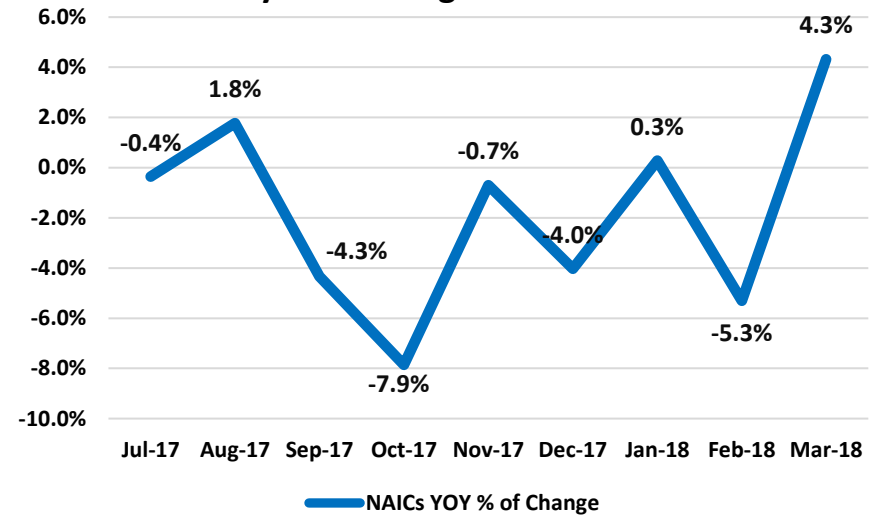
Sources: MO Dept. of Revenue, Google Analytics, MDT databases, Federal Bureau of Transportation, Brand USA, and STR, Inc.

**Welcome Centers are now closed two days per week.*

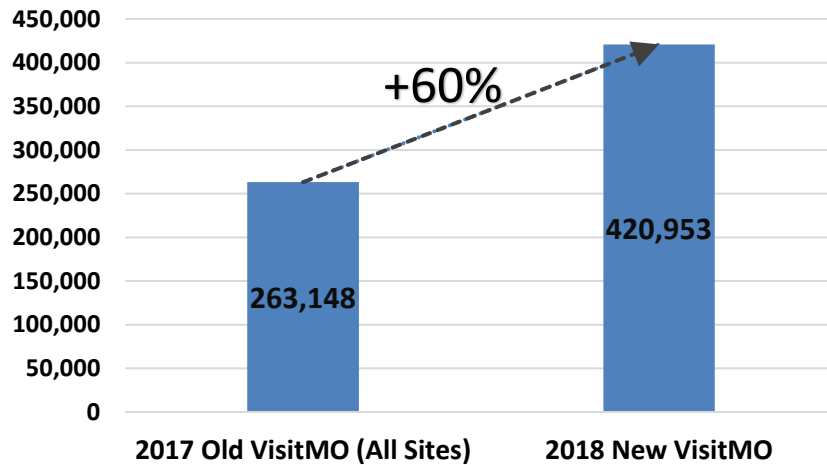
Sales Revenue from Tourism-Related NAICs



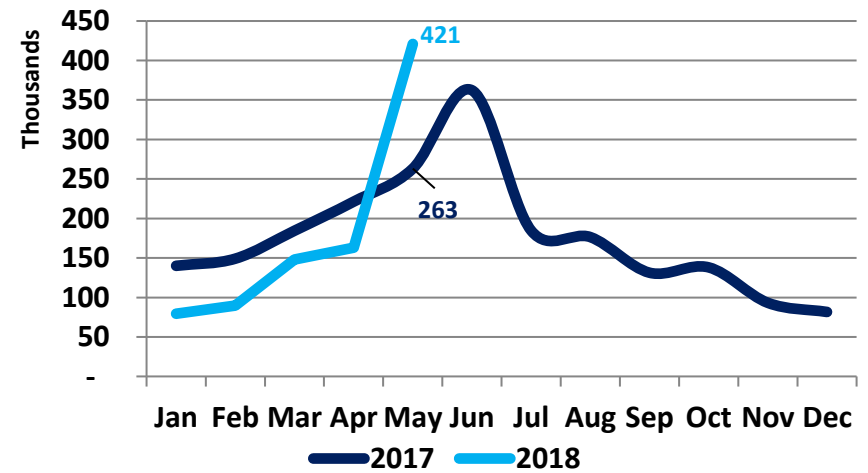
Monthly % of Change in NAICs Revenue



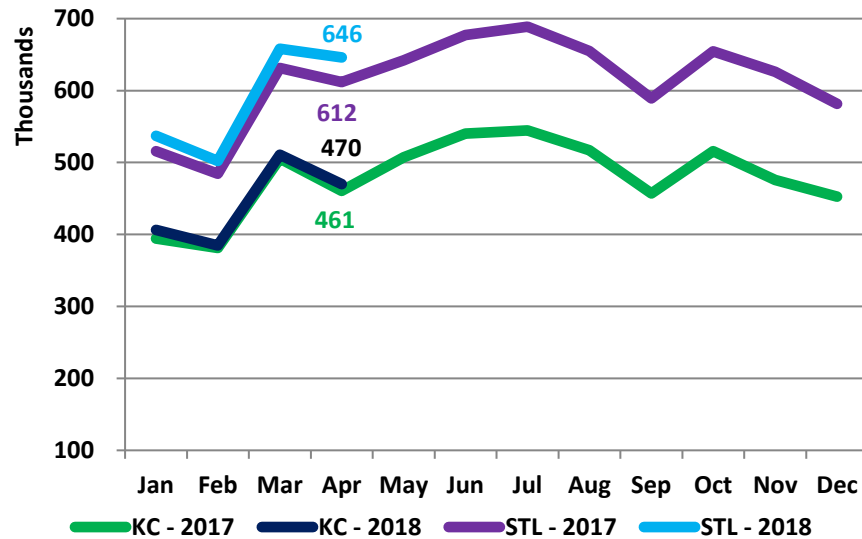
May Website Visits



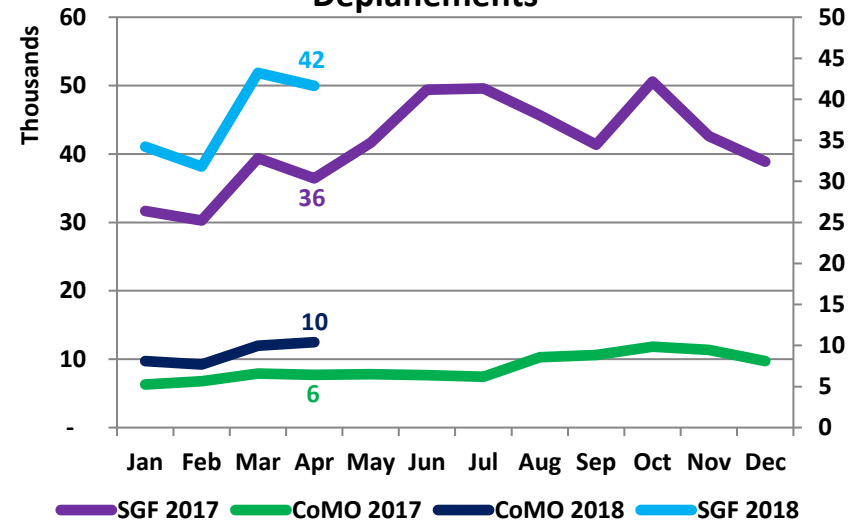
Visits to VisitMO by Month



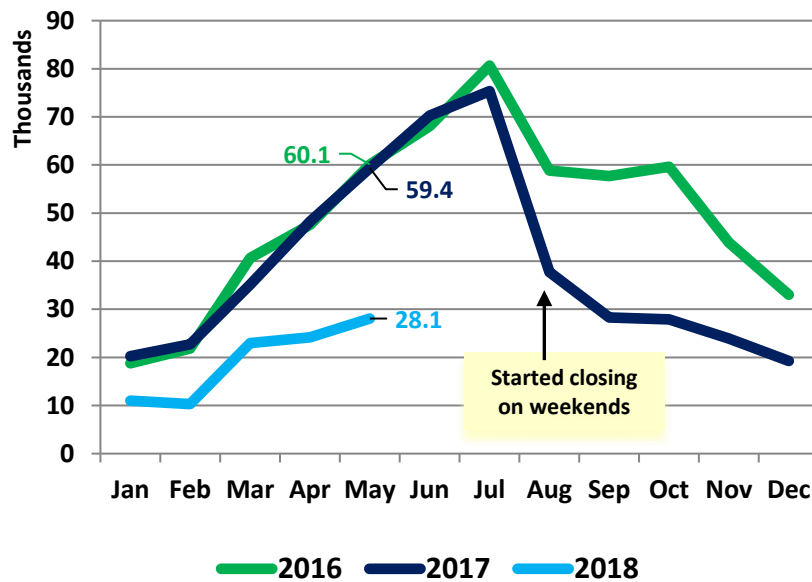
KC & STL Airport Deplanements



Springfield (L) & Columbia (R) Airport Deplanements



Welcome Center Visitors



Responses to MDT Advertising

